Application No. 09/736,952   2   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method, comprising:

automatically correlating different sets of information to determine whether to provide a promotion to a user;

if the promotion is to be provided, providing a broadcast segment that displays information related to the promotion as part of an interactive video display transmission; and

processing a command sent from a user input device in response to the displayed information to initiate a transaction related to the promotion;

wherein the different sets of information include a first set of product data comprising merchant product volume information and a second set of data related to the broadcast segment.

2. (Canceled)

3. (Previously Presented) The method of claim 1 wherein the different sets of information include a third set of data related to a user profile.

4. (Currently Amended) The method of claim 1 wherein the product data comprises data indicative of at least one of date, time, or season, or merchant product volume information.

5. (Original) The method of claim 3 wherein the user profile comprises data indicative of one of a purchase history, personal interest, income level, gender, age, or broadcast segment viewing history.

6. (Original) The method of claim 5, further comprising generating the purchase history by storing information indicative of previous user transactions with a network accessible via an interactive video casting system.

Application No. 09/736,952   3   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

7. (Original) The method of claim 1, further comprising subsequent to processing the command sent from the user input device, applying the promotion to a transaction with a user.

8. (Original) The method of claim 1, further comprising subsequent to processing the command sent from the user input device, storing in a storage unit a credit related to the promotion that is usable for a future transaction.

9. (Original) The method of claim 1 wherein the command comprises a first command, the method further comprising:

comparing a user's current transaction conducted via the interactive video display transmission to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, providing all applicable promotions to the user;

receiving a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction; and

removing information related to the applied at least one promotion from the storage unit.

10. (Original) The method of claim 1 wherein the command comprises a first command, the method further comprising changing a frequency of providing of promotions in response to a second command received from the user input device.

11. (Previously Presented) The method of claim 1, further comprising correlating the promotion with a calendar entry in a calendar of a user, and displaying the promotion together with the calendar entry to the user.

Application No. 09/736,952   4   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

12. (Original) The method of claim 1 wherein the interactive video display transmission comprises a transmission from an interactive video casting system.

13. (Previously Presented) The method of claim 1 wherein the interactive video display transmission is provided from an interactive video casting system, the method further comprising using information related to a user's previous use of the interactive video casting system to provide a promotion based on frequency of use of the interactive video casting system.

14. (Original) The method of claim 1, further comprising:

storing information related to the promotion in a storage location if at least a portion of the broadcast segment is stored; and

retrieving the stored information from the storage location during retrieval of the stored portion of the broadcast segment and providing the promotion along with the retrieved portion of the broadcast segment to the user.

15. (Currently Amended) An article of manufacture, comprising:

a machine-readable medium having stored thereon machine-readable instructions to:

correlate different sets of information to determine whether to provide a promotion;

if the promotion is to be provided, combine the promotion with a broadcast segment provided via an interactive video casting system; and

process a command sent from a user input device to apply an element of the promotion to a transaction conductable via the interactive video casting system; wherein

the different sets of information include a first set of product data and a second set of broadcast segment data;

wherein the command comprises a first command, the machine-readable medium further including instructions stored thereon to:

Application No. 09/736,952   5   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

compare a user's current transaction conducted via the broadcast segment to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, provide all applicable promotions to the user;

process a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction; and

remove information related to the applied at least one promotion from the storage unit.

16. (Canceled)

17. (Original) The article of manufacture of claim 15 wherein the element of the promotion comprises a credit, the machine-readable medium further having instructions stored thereon to, in response to receiving the command from the user input device, store the credit in a storage unit for application towards a future transaction conductable via the interactive video casting system.

18. (Canceled)

19. (Currently Amended) A server for an interactive video casting system, the server comprising:

a storage unit having different sets of information stored therein capable of being correlated to identify a promotion to be provided;

a processor communicatively coupled to the storage unit, the processor capable to trigger correlation of the different sets of information stored in the storage unit to identify the promotion and to control insertion of the promotion into an interactive video display transmission; and

a communication interface communicatively coupled to the processor to provide the interactive video display transmission having the promotion to a client terminal;

Application No. 09/736,952   6   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

wherein the different sets of information include a first set of product data <u>comprising</u>
<u>merchant product volume information,</u> and a second set of data related to a broadcast segment that
is part of the interactive video display transmission.

20. (Previously Presented) The server of claim 19 wherein the processor is further capable to
trigger storage of data related to the promotion in a storage location coupled to the client terminal,
wherein the processor is further capable to trigger storage of data related to the promotion in
a storage location coupled to a head-end, the interactive video display transmission comprises an
interactive television transmission, and the processor is further capable to apply the promotion to a
transaction in response to a command received from the client terminal via the communication
interface to initiate the transaction.

21-23 (Canceled)

24. (Previously Presented) The server of claim 19, further comprising another storage unit
capable to store promotion data in response to a command received from the client terminal via the
communication interface to defer application of the promotion.

25. (Canceled)

26. (Currently Amended) A system, comprising:
an interactive video casting network coupleable to a communication network to provide a
broadcast segment, having a promotion, as part of an interactive video display transmission; and
a server coupleable to the interactive video casting network, the server including:
a storage unit having different sets of information stored therein capable of being correlated
to determine whether to provide the promotion;
a processor communicatively coupled to the storage unit, the processor capable to trigger
correlation of the different sets of information stored in the storage unit to determine whether to

Application No. 09/736,952   7   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

provide the promotion and, if the promotion is to be provided, then to control insertion of the promotion into the broadcast segment; and

a communication interface communicatively coupled to the processor to provide the broadcast segment having the promotion to a client terminal;

wherein the different sets comprise a first set of product data and a second set of broadcast segment data <u>and a calendar of the user and the promotion,</u> and the processor is capable to determine whether to provide the promotion based on correlation of the first and second sets <u>and based on correlation of the promotion with a calendar entry in the user's calendar, and the processor is capable to display the promotion together with the calendar entry to the user.</u>

27. (Previously Presented) The system of claim 26 wherein the interactive video casting network comprises an interactive television network;

the server further comprises another storage unit capable to store promotion data in response to a command received from the client terminal via the communication interface to defer application of the promotion;

the server is coupled to store data related to the promotion in a first storage location coupled to the client terminal or in a second storage location at a head-end of the interactive video casting network; and

the processor is further capable to apply the promotion to a transaction in response to a command received from the client terminal via the communication interface to initiate the transaction.

28-30 (Canceled)

31. (Currently Amended) A method for providing targeted promotions via an interactive video casting system, the method comprising:

Application No. 09/736,952   8   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

correlating information from a plurality of merchants with data on usage of the interactive video casting system by a viewer <u>and with a calendar of the user</u> to ~~provide a targeted~~ <u>determine a</u> promotion <u>to provide to the viewer with a matching entry from the user's calendar</u>;

providing information related to the promotion to the viewer <u>together with the matching entry from the user's calendar</u> by way of at least one portal of the interactive video casting system; and

processing a command sent from a viewer input device in response to the information to initiate a transaction related to the promotion;

wherein the product data comprises data indicative of at least one of, date, time, season, or merchant product volume information.

32. (Previously Presented) The method of claim 31 wherein the at least one portal comprises at least one of an interactive television portal, a computer portal, or a mobile device portal.

33-34 (Canceled)

35. (Previously Presented) The article of manufacture of Claim 15 wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

36. (Previously Presented) The server of Claim 19, wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

37. (Previously Presented) The system of Claim 26, wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

38. (Previously Presented) The server of Claim 19, wherein the processor is capable to:

Application No. 09/736,952   9   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

compare a user's current transaction to promotion information stored in the storage unit, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, provide all applicable promotions to the user;

receive a command to apply at least one of the provided promotions to the user's current transaction; and

remove information related to the applied at least one promotion from the storage unit.

39. (Previously Presented) The system of Claim 26, wherein the processor is capable to:

compare a user's current transaction to promotion information stored in the storage unit, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the storage unit is applicable to the user's current transaction, provide all applicable promotions to the user via the client terminal;

receive a command to apply at least one of the provided promotions to the user's current transaction; and

remove information related to the applied at least one promotion from the storage unit.

40. (Previously Presented) The method of Claim 31, comprising:

comparing the transaction to promotion information corresponding to at least one promotion previously provided to the viewer;

if the at least one promotion previously provided to the user is applicable to the transaction, providing all applicable promotions to the viewer; and

receiving a command sent from the viewer input device to apply at least one of the provided promotions to the transaction.

Application No. 09/736,952   10   Docket No.: 20643/0203984-US0
Amendment dated February 27, 2007   Digeo 27
Office Action dated August 30, 2006 and
Notice of Noncompliant Amendment dated February 20, 2007

41. (Previously Presented) The article of manufacture of Claim 15, wherein the machine-readable medium comprises instructions to correlate the promotion with a calendar entry in a calendar of a user, and display the promotion together with the calendar entry.

42. (Previously Presented) The server of Claim 19, wherein the processor is capable to correlate the promotion with a calendar entry in a calendar of a user, and display the promotion together with the calendar entry.

43-44 (Canceled)